

Skills Framework for Tourism

Programmes that broaden or deepen specific skills and knowledge for the various job roles in the sector

Business Development, Sales, Sponsorships and Marketing

Job Role:
Assistant Sponsorship Executive

Full Qualification Programmes	Providers
Specialist Diploma in MICE & Events Management	Temasek Polytechnic

Technical Skills and Competencies (TSC)				
Category	Title	Proficiency Level	Modular Programmes	Providers
Business Development, Sales and Marketing	Market Research	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT390 Marketing Research	Singapore University of Social Sciences
			Multivariate Analysis	Singapore University of Social Sciences
			Statistics	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic			
Business Management	Budgeting	2	Financial Analysis and Business Decisions for Non-Finance Managers	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
	Continuous Improvement Management	2	MKT202 Marketing Management	Singapore University of Social Sciences
			Lean Six Sigma (Yellow Belt)	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Lean Six Sigma	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			Total Quality Management	Singapore University of Social Sciences
	Post-Diploma Certificate in Events Management	Temasek Polytechnic		
	Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic		
	Data Mining and Modelling	2	Data Analytics Begins with ME	National University of Singapore
			Data Analytics for Managers	National University of Singapore
			Data Visualisation Begins with Me	National University of Singapore
			Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT390 Marketing Research	Singapore University of Social Sciences
			Multivariate Analysis	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
	Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic		
	Service Excellence	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			Business Excellence	Singapore University of Social Sciences
			MKT202 Marketing Management	Singapore University of Social Sciences
			MKT363 Services Marketing	Singapore University of Social Sciences
			Retail Management	Singapore University of Social Sciences
			WSQ Create Customer Experience (SFw)	Tourism Management Institute of Singapore
			WSQ Conduct Professional Correspondence (SFw)	Tourism Management Institute of Singapore
	Sponsorship Management	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Etiquette	Republic Polytechnic
			MKT202 Marketing Management	Singapore University of Social Sciences
Post-Diploma Certificate in Events Management			Temasek Polytechnic	
Stakeholder Management	2	Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		MKT202 Marketing Management	Singapore University of Social Sciences	
		MKT361 Business-to-Business Marketing	Singapore University of Social Sciences	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic			
Strategy Implementation	2	Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		MKT202 Marketing Management	Singapore University of Social Sciences	
Tourism and Economic Development	2	Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
		Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
Technology Application	2	Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore	
		Customer Relationship Management	Republic Polytechnic	
		Service Quality and Professional Etiquette	Republic Polytechnic	
		IT-enabled Business Transformation	Singapore University of Social Sciences	

Infocomm Technology Management			MKT202 Marketing Management	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Technology Scanning	2	Customer Relationship Management	Republic Polytechnic
			Service Quality and Professional Ettiquette	Republic Polytechnic
			MKT202 Marketing Management	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic